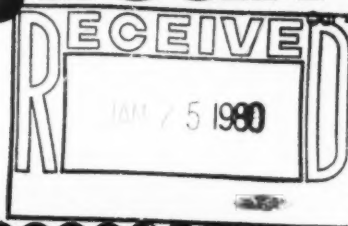


Campaign '80: the race is on
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Broadcasting Jan 14

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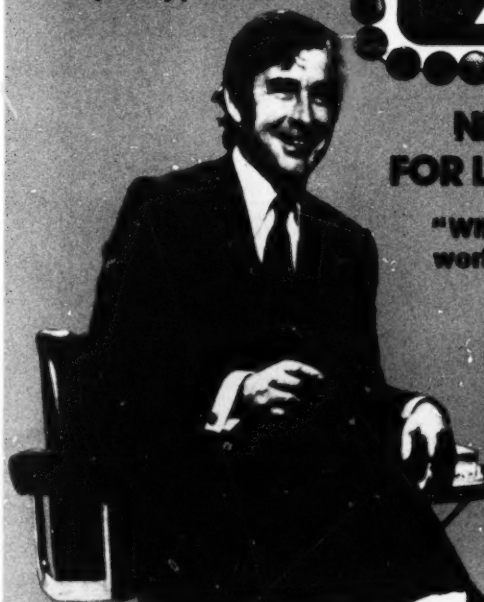
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PAPER

The Week in Brief

IOWA: POLITICAL BATTLEGROUND □ The presidential hopefuls count heavily on broadcasting there in one of the first major tests of media strategy in this election year. **PAGE 27.**

OLYMPIC JITTERS □ The possibility of U.S. withdrawal from the summer games in Moscow has NBC-TV concerned about its master plan for recovery in the ratings race. **PAGE 30.**

CBS TO MAKE VIDEODISKS □ Decision is major coup for RCA, which is licensor of SelectaVision system that will be used. **PAGE 32.**

MIXED BAG FOR INDEPENDENTS □ On the eve of the INTV convention in Houston, some member-station operators review the gains that they made in the 1970's. They also envision possible setbacks, such as those that might come from cable and the elimination of limits on distant signal importation. **PAGE 34.** Here's a rundown on the agenda for that Houston meeting. **PAGE 35.**

NRB HEADS FOR WASHINGTON □ The National Religious Broadcasters will examine the expanding world of communications at its four-day convention next week. **PAGE 38.**

CABLE IN CHICAGO □ A test last week in suburban Oak Park offers the first taste of CATV in the area. **PAGE 43.**

NAB IN PALM SPRINGS □ Among items on the board agenda next week is the question of a Zeifang successor, budget refinements, foreign ownership in U.S. facilities and performer royalties. **PAGE 43.**

INSTITUTIONAL INVESTORS □ The composition of broadcasting shareholders is changing with private individuals becoming less of a factor. **PAGE 52.**

BROADCAST MOMENTUM □ An annual Commerce survey and analysis produce cheerful expectations for broadcasting for the next five years. **PAGE 52.**

OFF ON RIGHT FOOT □ CBS-TV starts 1980 with a ratings win in the first week. **PAGE 60.**

PTV'S IMAGE □ A new survey finds people are increasingly critical of commercial TV with the chance for public television to become the source of alternative programming. **PAGE 60.**

WATSON TO TURNER □ The Washington bureau chief for ABC News joins the incipient Cable News Network. **PAGE 71.**

UPHILL FIGHT □ The U.S. hopes that it will draw support for reduced AM channel separation during a March meeting of western hemisphere countries. Right now, however, other countries are not backing the idea. **PAGE 76.**

LIFE AFTER WARC □ The FCC is briefed on what happened at the Geneva conference last fall. The report is that things went "rather well." **PAGE 81.**

PERTSCHUK SENDS REGRETS □ Shortly after the appeals court upholds his right to participate in the children's advertising proceeding, the FTC chairman rules himself out. **PAGE 86.**

AN INDEPENDENT VOICE AT THE FCC □ Nearly 12 years ago, Anne Jones joined the Securities and Exchange Commission with the intention of staying just two years in Washington. But she's still in government there, now an FCC commissioner with a well earned reputation as an independent thinker determined to do a good job. **PAGE 113.**

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chewing tobacco begins Jan. 14 in 80 markets including Indianapolis, Cincinnati, Harrisburg, Pa., Atlanta,

Memphis and Nashville. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18-24.

November numbers. Network television billings for November exceeded \$525.9 million, carrying the 1979 total a quarter of a billion dollars past the \$4-billion mark, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. The November total represented a gain of 18.1% over November 1978. The January-November total, \$4.25 billion, was up 14.4% from the same period of 1978. Of the 1979 eleven-month total, ABC-TV has 37%, CBS-TV 33% and NBC-TV 30%.

	November			January-November		
	1978	1979	% change	1978	1979	% change
Daytime	\$156,955,700	\$179,770,500	+14.5	\$1,278,750,400	\$1,442,089,700	+12.8
Mon.-Fri.	101,012,500	116,256,800	+15.1	854,780,900	950,098,700	+11.2
Sat.-Sun.	55,943,200	63,513,700	+13.5	423,969,500	491,991,000	+16.0
Nighttime	288,253,400	346,148,200	+20.1	2,437,173,900	2,809,229,600	+15.3
Total	\$445,209,100	\$525,918,700	+18.1	\$3,715,924,300	\$4,251,319,300	+14.4

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,126,300*	\$359,467,900*
February	131,387,400	118,562,200	103,456,700	353,416,300
March	138,522,600	118,101,100	113,657,600	370,281,300
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300	108,053,600	99,193,000	323,818,900
July	104,002,000	101,583,300	90,992,000	296,577,300
August	110,302,400	102,620,500	90,707,900	303,630,800
September	151,545,300	134,645,600*	119,251,900*	405,442,800*
October	214,290,300*	162,708,300	150,954,700	527,953,300*
November	197,165,200	175,539,700	153,213,800	525,918,700
Year-to-date	\$1,572,067,600	\$1,396,831,300	\$1,282,420,400	\$4,251,319,300

*Revised

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Get my free brochure and sample tape of Trendsetter to me today. I need to hear Trendsetter because it's the Production Music Service that has the same sound as the chart music I play every day. I know Trendsetter will keep my commercial music contemporary because *new Trendsetter tracks are cut every month*. I want to hear examples of specialty and seasonal tracks. Trailer Hitches. Wild Work Parts. Set Effects. And much more.

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On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112.

Advantage

Acquired. D'Arcy-MacManus & Masius, St. Louis, has reached agreement in principle to acquire de Garmo Inc., New York. Latter agency will be integrated into D'Arcy's New York operation, with new name of D'Arcy-MacManus & Masius/de Garmo. John de Garmo will become board chairman of newly reconstituted New York agency. In 1979 D'Arcy had worldwide billings of about \$820 million and domestic U.S. broadcast billings of more than \$275 million. Last year de Garmo had billings of approximately \$60 million, with more than \$20 million in television and radio.

Demographic data. Eastman Radio's analysis of availability requests for six-month period between April and September 1979 shows that the 18-34 age group moved into a tie at 18% with 18-49. The 18-34 segment climbed from 16% in the October 1978-March 1979 period largely because of an upsurge in movie and record advertising, Eastman said. The 18-49 category declined from 22% of availability requests in the October 1978-March 1979 span. Eastman noted that the 25-54 grouping continues to increase and now accounts for 17% of all sales opportunities. Eastman's study, based on 2,600 availabilities during the latest six-month period, shows that spot radio continues to be used primarily for campaigns of relatively short duration. The one-to-four-week flights dominate at 68%, followed by five-to-nine, 19%; 10-14 weeks, 4% and 15-29, 2%. More than 75% of all campaigns were bought on the basis of metro ratings, followed by total survey area, 9%. Eastman said ADI continues to be ignored by advertisers.

Rechristened. Christian Ministries Advertising, Bellingham, Wash.-based firm involved in development and syndication of Christian radio and TV programming, has changed name to Michael R. Ellison Advertising after its founder and president. Agency's annual billings are near \$12 million.

RepReport

WDVR(FM) Philadelphia: To Eastman Radio from Torbet Radio.

KORK-AM-FM Las Vegas; KOLO(AM) Reno; KWTO-AM-FM Springfield, Mo.: To Eastman Radio from McGavren Guild.

WIBR(AM) Baton Rouge, La.: To Blair Radio from H/R Stone.

WAFB-FM Baton Rouge, La.: To Katz Radio from Pro Radio.

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Burnup & Sims.....	6 mo. 10/31	\$80,067,000	+18.7	\$3,178,000	+191.0	37	\$87,422,000	\$1,092,000	.13
Charter Co.....	9 mo. 9/30	2,951,824,000	+102.5	218,630,000	+1551.7	9.30	1,457,087,000	13,236,000	.64
General Instrument.....	39 wks. 11/25	513,604,000	+29.3	38,860,000	+46.4	4.28	397,182,000	25,045,000	3.11
Gulf & Western.....	3 mo. 10/31	1,458,435,000	+21.1	68,143,000	+12.8	1.46	1,204,231,000	60,390,000	1.19
Turner Broadcasting.....	9 mo. 9/30	27,717,000	+10.8	1,758,000	-389.1	-18	25,010,000	608,000	.06

advertising agency costs and commissions to agencies, representatives and brokers paid by broadcasters—amounted to an estimated \$8 billion in 1979. That last figure is expected to increase 15% this year to \$9.1 billion and reach \$14.8 billion in 1984, a compounded annual growth rate of nearly 14%.

Pretax income of TV rose an estimated 14% in 1979 to \$1.88 billion, according to the report, which forecast a further rise of 15% to \$2.17 billion in 1980.

How is the TV pie being sliced?

The Commerce publication reported that network television now accounts for about 44% of the TV ad expenditures, a decline of nearly 4% over the last decade. Similarly, spot TV's share dropped 6% in the same period, to 28%. Conversely, local television has gained nearly 10% since 1970 and now accounts for about 28% of the total TV expenditures.

Radio realized an estimated 10% increase in net revenues to \$2.8 billion in 1979—from \$3.2 billion in radio advertising expenditures, the report said. The report projected radio revenues to rise 9% to \$3.1 billion in 1980. In 1984, that figure should be \$4.5 billion, a compound annual increase of 10%, Commerce said. (A Commerce Department official said the 1979 radio projections were made before the FCC's radio financial report for 1978 was available and are now considered to be somewhat low.)

Radio realized an estimated 10% income gain in 1979, to \$319 million, with another 9% rise to \$348 million expected this year, according to the report.

In radio, local advertisers are responsible for about 74% of revenues, up 6% since 1970; spot contributes 21%, a 7% decline

in the decade; and network accounts for 5%, up 1% in 10 years.

The "Outlook" publication noted that FM station revenues continue to increase more rapidly than those from AM stations because FM's are reaching audience comparability with AM's, and the former's revenues are growing from a smaller base. It added:

"Total FM revenue data is not available because approximately half of the FM's report their revenues [to the FCC] jointly with their associated AM stations. However, independent FM stations and AM-FM combinations reporting FM revenues separately had revenues estimated at \$850 million in 1979. These are projected to rise 14% in 1980 to \$970 million."

The television portion of the report cited history in forecasting that some slackening in the economy in early 1980 will not deter TV's upward momentum. "Brand-name advertisers have learned from experience," it says, "that market share can be improved by maintaining television advertising budgets through periods of diminished economic growth."

The report also adhered to the conventional expectation that TV in 1980 would receive an extra stimulus from the elections and the winter and summer Olympics.

In its long-range forecast for TV, however, the report pointed out that pretax income will continue to be pressured by rising costs, although it could reach \$3.5 billion by 1984. Those projections could be moderated if the diversion of viewing time to subscription TV and pay cable is not offset by an increase in total audience for conventional TV and if

this diversion has an adverse effect on advertising rates.

A section on the "thriving" condition of cable television offered these statistics:

There were more than 15 million CATV subscribers at the end of 1979, reflecting an increase of 1.4 million homes, or 10%, during the year. A similar rise of 1.4 million homes is expected this year, a 9% gain.

The subscriber total is expected to increase at a compound annual rate of 10% to 23 million in 1984.

Basic cable subscriber revenues reached \$1.5 billion in 1979, an increase of 21% over 1978. A further rise of 16% to \$1.69 billion is projected for this year.

Basic subscriber revenues are projected to reach about \$3 billion in 1984 with revenues from pay cable adding substantially to this.

The Commerce report also described briefly such other TV services and technological developments as recorders, multipoint distribution service (MDS) and direct satellite service.

The extra piece of cake for the broadcasters in the report was Commerce's reiteration that broadcasting continues to increase its share of total advertising expenditures for all media.

In 1979, television and radio accounted for about 27% of total advertising, a figure that is expected to increase to 28% this year. Television alone accounted for 21% in 1979 and is expected to have a share of nearly 22% in 1980. Radio, however, appears to be obtaining a smaller share of the all-media expenditures, declining from a high of 7% in 1975 to an estimated 6.4% in 1980.

[For the FCC 1978 financial report on television 1978, see BROADCASTING, July 30, 1979; for cable, BROADCASTING, Dec. 3, 1979; for radio, BROADCASTING, Dec. 10, 1979].

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Starting next month, Arbitron will measure audiences in selected markets 48, 24 and 12 weeks per year to help reduce amount of hyping

Arbitron Radio will introduce virtually continuous radio audience measurements—48 weeks a year—in New York, Los Angeles, Chicago and San Diego next

Lenore G. Ehrig designated ALJ John H. Conlin as presiding judge, scheduled prehearing conference for Feb. 14, 1980 at 9:00 A.M. and hearing for March 5, 1980 at 10:00 A.M. in Washington, D.C. Action Dec. 10.

■ **Portland and Beaverton, Ore.** (Portland Communications Corp. et al.) **FM proceeding:** (BC Docs. 79-200-03)—ALJ Edward Luton granted to limited extent petition by Columbia-Willamette Broadcasting Company and enlarged issues to determine whether Gaviota Wireless Communications Company violated Sections 1.65 and 73.3514 of rules, and if so, effect upon its comparative qualifications to be FCC licensee (Action Dec. 13); granted motion by Gaviota and deleted financial issue against it, and denied Columbia-Willamette's counterclaim for summary decision. Action Dec. 14.

■ **Washington, D.C.** (Sonderling Broadcasting Corporation) **Renewal proceeding:** (BC Doc 79-15)—Assistant Chief ALJ Thomas B. Fitzpatrick granted to limited extent request by Sonderling to continue procedural dates indefinitely and established following procedural schedule: Jan. 10, 1980 for Sonderling to report on status of assignment of license of WOL to WOL, Inc. and on distress sale status; Jan. 30 for Broadcast Bureau to issue its Bill of Particulars; Feb. 15 for initiation of discovery. Action Dec. 10.

Designated for Hearing

■ **Durango, Colo.** (BC Docs. 79-330-32)—Broadcast Bureau designated for hearing in consolidated proceeding the mutually exclusive applications of Broadcast Management, Inc.; N.M.G. Broadcasting Corp.; Mountain States Broadcasting Investments Corp.; and Hosanna Christian Broadcasting, Inc. for new FM station at Durango, to determine with respect to Hosanna, source and availability of funds to meet construction and operating expenses; whether Hosanna complied with FCC's public notice requirements, and if not, effect on its basic and/or comparative qualifications; which proposal would best serve public interest, and which application should be granted; also granted petition by Mountain States and amended its application to report sale by Mountain States' parent corp. of other broadcast interests (by Hearing Designation Order). Action Dec. 14.

Fines

■ **KREX(AM)** Grand Junction, Colo.—Notified of apparent liability for forfeiture of \$100 for repeated violation of rules in that proper functioning of ant. tower lights was not observed on various dates. Action Dec. 7, 1979.

■ **WJAX(AM)** Jacksonville, Fla.—Ordered to forfeit \$2,000 for repeated violation of rules in that WJAX failed to log correct amount of time for commercial amounts on various dates. Action Nov. 7, 1979.

■ **WAKO(AM)-WAKO-FM** Lawrenceville, Ill.—Notified of apparent liability for forfeiture of \$300 for apparent violation of rules, including failure to make equipment performance measurements at least once each calendar year and no more than 14 months apart; latest such measurements available were dated June 17, 1976. Action Dec. 7, 1979.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization

**Includes off-air licenses

■ **WTTL(AM)** Madisonville, Ky.—Ordered to forfeit \$500 for repeated violation of terms of its construction permit. Action Dec. 18, 1979.

■ **WJOJ-FM-WRJJW(AM)** Picayune, Miss.—Notified of apparent liability for forfeiture of \$250 for apparent repeated violation of rules, including having unlicensed operator on duty at trans. because timely renewal was not filed by Byron J. Johnson. Action Dec. 18, 1979.

■ **Enid Okla.**—Broadcast Bureau, in response to petition by Public Broadcasting Service Inc., assigned 103.1 mhz to Enid as its second FM assignment, effective Feb. 15. (BC Docket No. 79-199, RM-3182). Action Dec. 19, 1979.

■ **Malakoff, Tex.**—Broadcast Bureau, in response to petition by Edd L. Routt, proposed assigning 95.9 mhz to Malakoff as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-340, RM-3508). Action Dec. 19, 1979.

■ **Petersburg, W.Va.**—Broadcast Bureau, in response to petition by Creative Broadcasting Inc., proposed assigning 101.7 mhz at Petersburg as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-339, RM-3507). Action Dec. 19, 1979.

Allocations

Actions

■ **Greenwood, Ark.**—Broadcast Bureau, in response to petition by Margaret Crisler, proposed assigning 106.3 mhz to Greenwood as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-343, RM-3488). Action Dec. 19, 1979.

■ **Camden, Me.**—Broadcast Bureau, in response to request by Argonaut Broadcasting Co., assigned 102.5 mhz to Camden as its first FM assignment, effective Feb. 15. (BC Docket No. 79-169; RM-3270). Action Dec. 19, 1979.

■ **Middletown, Md.**—Broadcast Bureau, in response to petition by Middletown Broadcasters Association, proposed assigning 103.1 mhz to Middletown as its first FM assignment; comments due Feb. 19, replies March 10. Proposed assignment requires coordination with Canadian government since Middletown is within 250 miles of U.S.-Canada border (BC Docket No. 79-342, RM-3512). Action Dec. 19, 1979.

■ **Steelville, Mo.**—Broadcast Bureau, in response to petition by Randy L. Wachter, proposed assigning 96.7 mhz to Steelville as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-341, RM-3489). Action Dec. 19, 1979.

Rulemaking

Petition

■ **Washington, D.C.**—The National Citizens Committee for Broadcasting petition for adoption of procedures to limit time in which FCC must respond to petition for rulemaking (RM-3539). Action Dec. 17, 1979.

■ **Robert Garcia and Norman Louvau** request amendment of Part 73 by adding new subsection prohibiting TV stations from acquiring exclusive rights to foreign language versions of U.S. feature and syndicated film programming which they have no intention of using. Ann. Dec. 14.

Translators

Actions

■ **Prairie City, Ore.**—Broadcast Bureau granted Prairie City Lions Club CP for new VHF TV translator station on ch. 12, to rebroadcast signal of KIVI-TV Nampa, Idaho (BPTTV790129LJ). Action Sept. 28, 1979.

■ **Oak City, Utah**—Broadcast Bureau granted Millard County TV CP for new UHF TV translator station on ch. 68, to rebroadcast signal of KBYU-TV Provo, Utah (BPTT790214ID). Action Sept. 28, 1979.

Satellites

■ The following earth station applications have been granted:

■ **Cable Electronics Inc.** for Jones, Tex. (000162-DSE-L).

What is VPC?

